

**ABSTRACT**

The present invention relates to the use of hydroxycarboxylic acids and salts thereof as complexing agents in reducing compositions for bleaching or permanently reshaping keratin fibres, in particular human keratin fibres and more especially the hair.

The invention also relates to ready-to-use reducing compositions for bleaching or permanently reshaping keratin fibres, which contain such complexing agents, to processes and devices or "kits" for bleaching or permanently reshaping keratin fibres, and also to the use of these compositions, processes and devices for bleaching or permanently reshaping human keratin fibres and more especially the hair.